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ABSTRACT

This study examines the characteristics of the KTEH viewing community. KTEH is an educational television station serving the San Diego area. Eleven paid interviewers dialed 1582 telephone numbers selected randomly from the telephone books for metropolitan San Diego to obtain the data. It was concluded that the relatively low public awareness of KTEH's existence is a factor against which future growth can be measured. The low ratings of high-school sports and local meetings may not rule out the utility of such programs in an area where other stations are providing a great variety of program content. The strong indication that people want more educational material, plus coverage of state government in action, suggest the potentially important role for the station. (The results of this survey are presented in both narrative and table format.) (RB)

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COMMUNITY SURVEY

SAN JOSÉ, CALIFORNIA

Conducted for KTEH-TV, February 4th - 7th, 1974

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and
Sally Lasselle

Corporation for Public Broadcasting
Office of Communication Research

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KTEH-TV
SUMMARY

KTEH-TV, located in San José, California, began broadcasting in 1964. Recent improvements in its transmitting capabilities, made after the survey was conducted in February 1974, should make it possible for KTEH to expand its audience and effectiveness. The information on people's responses to the station's programming gained in this survey can show the station the best directions to pursue in continuing its development.

Demographic Profile

- The average number of people in viewing homes is 3.5, and viewing rises as the number of family members increases.

- Viewers have a higher level of education than non-viewers, and people with more education tend to watch KTEH more frequently. San José has a generally high level of education; 56% of viewers and 45% of the total sample are college graduates.

- The largest age group among both viewers and the total sample is 26-35. The political leanings in San José are slightly to the liberal side of a mid-point between liberal and conservative. San José is midway between the even more liberal San Francisco and the more conservative Sacramento.

Television Habits and Opinions

- Viewers are more likely than the total population to have color television sets.

- Cable television is related to the ability of a household to receive San Francisco television programs. There are fewest hookups in the northern suburbs (17%) closest to San Francisco, but the percent rises to 30% in the southern suburbs.

- More than half of the respondents favor having sex education programs for young people on television, and the figure for KTEH viewers rises to almost two-thirds.

- Interest in educational programs for adults is very high (56%). Among these people, 42% are interested in college credit, 40% in general adult education, and 19% in a high-school diploma.

- The level of interest in television coverage of state government in action is higher in San José (64%) than in the state capital, Sacramento (62%). As the educational level of respondents rises, so does the interest in such programming.

- Most respondents say they choose which programs to watch because they like them and know when they are on. Less used procedures are making selections from TV Guide and from weekly newspaper guides.

- The most used Sunday newspaper guide is the San José Mercury-News.

- The daily newspaper listings are used very little.

- The program types given highest ratings in terms of whether there are enough, not enough, or too many are in descending order educational, cultural and dramatic, advice or problem-solving, and information about local issues and problems.

- In terms of a limited list of public television types, the highest ranking goes to "science and exploring the world." It is followed by national news and public affairs, educational or instructional programs, and drama, art, and culture.

- The number of commercials is most frequently identified as a serious problem with television. This is followed by the amount of violence and then by the amount of bias in news coverage. The level of concern with sex, suggestiveness, and bad language is much lower.

Perceptions of Community Problems

- The largest single categories of response to a question about what are the most serious problems include the energy crisis, crime and criminals, and government honesty.

- In response to a question about whether specific problems are very important, respondents indicate that the most important problems are cost of living and prices, government honesty, the energy crisis, crime and criminals, public transportation, traffic, roads, and environment and pollution.

Awareness of Public Television

- About three-fourths of respondents know there is a public television station that can be received in San José. Most name KQED, the VHF station in San Francisco. In response to a follow-up question about whether there is any other such station, 17% name KTEH.

- Of respondents who named KTEH, only 56% have good reception and 24% say their reception is poor.

- KTEH is overshadowed by KQED. Viewing of KQED is especially pronounced in homes that are also KTEH viewers.

- Viewing of KTEH is higher in the city than in the suburbs. This shows a potential for the station to become a "city" station and a force in the community.

- Almost one-fourth of the respondents do not know the source of funding for public television.

- Of those who cite a source of funding, two-thirds to three-quarters indicate viewer contributions. There is lower identification with corporations, the auction, and the U.S. government.

- Viewers show much greater knowledge of funding sources than do the total sample of respondents.

- Eight out of ten respondents feel that it is very important or somewhat important that people who watch public television should contribute to its support. Viewers show stronger interest in supporting public television.

- The effect of KQED's influence is indicated by the higher support for contributing to public television in the northern suburbs, which have best reception for the San Francisco station.

- Support for the notion that it is "very important" for viewers to support public television rises from 31% among those with least education to 60% of those with most education.

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BACKGROUND ON SAN JOSÉ AND KTEH-TV

San José, California, is a rapidly growing urban center at the south end of San Francisco Bay. During the past 20 years, its population has grown from 150,000 to approximately 550,000. This population figure does not include the suburbs. With the town's growth have come attendant social problems: increasing crime and air, noise, and water pollution. Where rows of plum trees once grew, there are now rows of houses. The suburbs have been growing; the city center is itself undergoing a huge face lift. Manufacturing, notably electronics, is the largest single industry in Santa Clara County, and professional and technical workers make up the largest single segment of the work force.

As a television market, San José is overshadowed by San Francisco, 50 miles away. (See findings in Table 6.) In San José, there is one commercial VHF station and one commercial UHF station, in addition to KTEH. However, the local geography is such that San José residents enjoy good reception of the seven San Francisco stations.

KTEH, channel 54, is owned and operated by the Santa Clara County Board of Education. It inaugurated service in the fall of 1964, broadcasting programs during the school day for 30 hours per week to 18,000 students contracting for instructional television (ITV). Service has expanded to 80 hours per week during the school year (50 hours in the summer), with ITV contract services for 135,000 students. For the past ten years, a conference room and a hallway at the transmitter site have been converted on weekends to become local production "studios."

In the last year, a new fiscal structure and a new station manager have brought the station to the threshold of significant growth. New studio and office facilities are under construction, transmitter relocation and antenna replacement have been approved, and a facilities grant of $178,000 from the Department of Health, Education, and Welfare will make possible the purchase of three new videotape machines. Since this survey was undertaken prior to the completion of any of these new facilities, it can, among other things, show the starting point from which the station's growth can be measured.

METHODOLOGY

On the four evenings from February 4 through February 7, 1974, 11 paid interviewers dialed 1,582 telephone numbers selected randomly from the telephone books for the city of San José and its suburbs. (See Figure 1.) The area covered by the survey includes 370,000 households and stretches from Gilroy in the south to Palo Alto in the north. The sample was drawn in proportion to the number of households in each of 13 area telephone dialing exchanges. For purposes of analysis, these are divided into three regions: the city of San José, the south suburbs, and the north suburbs. In the sample, 40% of respondents are from the city of San José, 31% from the north suburbs, and 29% from the south suburbs.

Two survey forms were used. Some questions were asked of all 638 people who responded to the survey, while other questions were asked of only half of the sample. This procedure enabled us to ask a larger number of questions than is advisable within the time constraints of a telephone survey. (Appendix I contains both the survey instrument and further analysis of the telephone sample.)

A telephone survey is not a true, random sample of the population since some people have no phones, others may not be at home when called or may reject the interview, and phone answerers do not represent a fair cross section of people living in the homes contacted. Even so, these data at least provide the basis for preliminary interpretation of San José television viewing habits. Internal comparisons of the data, comparisons with an almost identical survey conducted in Sacramento, and use of these figures as baselines for further research should provide valuable information for public television decisions and policies.

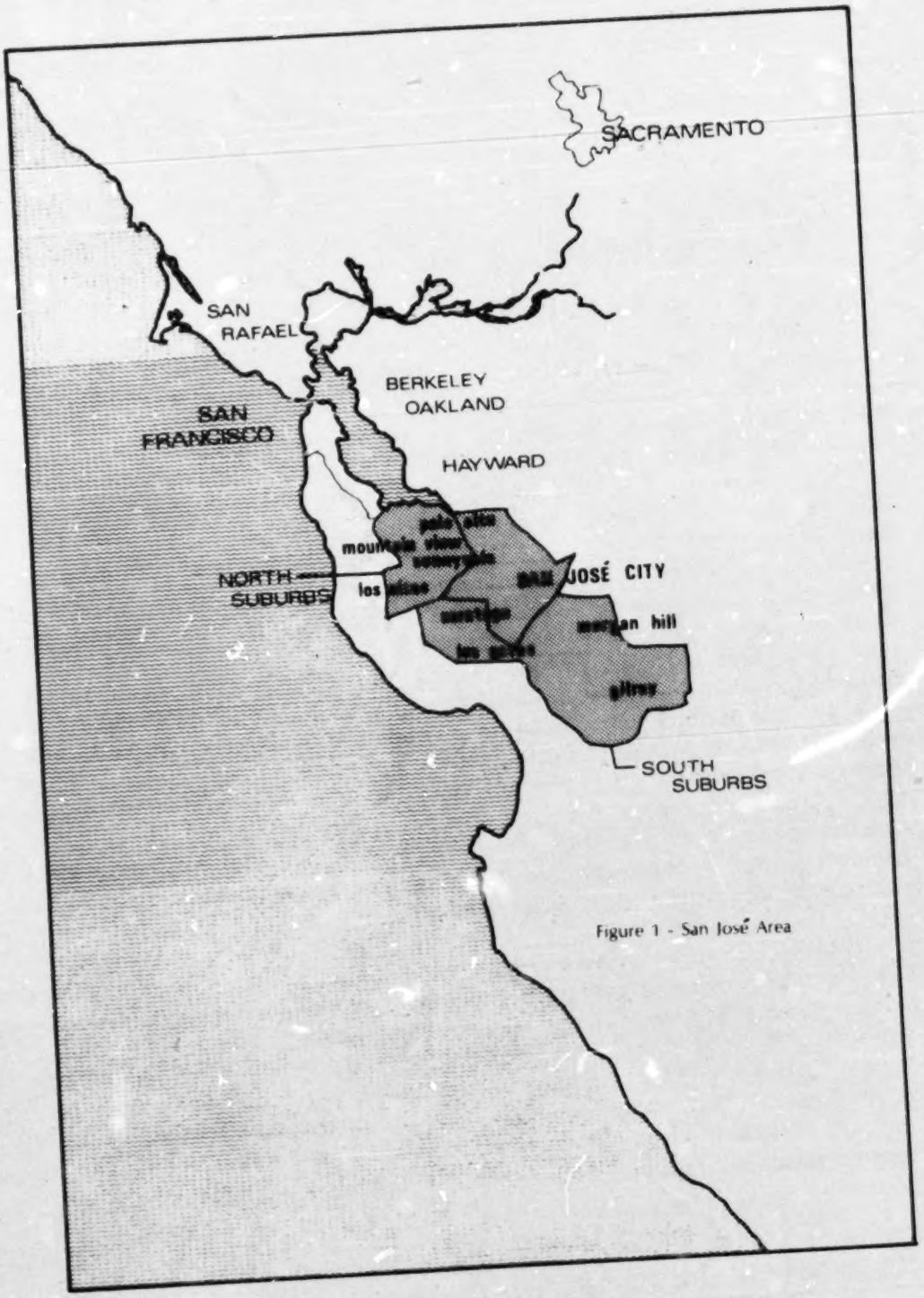


Figure 1 - San José Area

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

A number of questions in the survey focused on the demographic profile of residents of San José.

The average number of people in viewing homes (3.5 persons) is slightly higher than in the total sample (3.4 persons). (See Table 1.) As the size of the family increases, frequency of KTEH viewing rises consistently until there are more than five members in the household. This pattern is consistent with previous findings, which show that larger households watch more hours of television and that children's programs on public television draw a large portion of its audience. (Viewing children are most frequent in three- and four-person households.)

In terms of the educational level reached by anyone in the household, viewers show a higher level than does the total sample. (See Table 2.) There also is a clear tendency for households with higher education levels to be more frequent KTEH viewers. While 7% of the viewers and 15% of the total sample are high school graduates, the percentage of those having "some education beyond high school" rises in both cases to about 33%. Beyond that level, 56% of viewers and 45% of the total sample are college graduates or have done graduate work. When these data from San José are compared with data from a similar survey in Sacramento, they indicate that San José has a higher overall level of educational achievement. While 44% of all households in the San José survey contain someone with at least a college degree, the comparable figure for Sacramento is 32%.

Respondents in viewing homes have about the same average age as the general population, but an especially large proportion (36% vs. 28%) are between the ages of 26 and 35. (See Table 3.) When we compare the data with those from Sacramento, we find that respondents in San José tend to be younger. The data on age and educational level support the impression that San José includes a larger than usual proportion of young and educated families.

Among both viewers and the total sample, more than 83% say they are white. (See Table 4.) Recent census data indicate that 77% of the population in this area is white.

Table 1

NUMBER OF PEOPLE IN HOUSEHOLD

Family Size	Percent of Viewers (N=63)	Percent of Total (N=620)
1	6.3%	9.0%
2	23.8	27.4
3	22.4	20.8
4	22.2	18.9
5	15.9	13.4
More than 5	9.5	10.6

Table 2

EDUCATION LEVEL OF ANYONE IN HOUSEHOLD

Level	Percent of Viewers (N=62)	Percent of Total (N=616)
Didn't finish high school	4.8%	8.0%
High school graduate	6.5	14.8
Some education beyond high school	32.3	32.8
Four-year college graduate	27.4	22.7
Beyond four years of college	29.0	21.8

Table 3

AGE OF RESPONDENT

Age	Percent of Viewers (N=61)	Percent of Total (N=607)
25 or less	18.0%	24.5%
26-35	36.1	27.5
36-45	16.4	17.0
46-55	18.0	13.7
56-65	4.9	11.2
over 65	6.6	6.1

Table 4

RACE OR NATIONAL ORIGIN

Race	Percent of Viewers (N=62)	Percent of Total (N=612)
White	83.9%	83.0%
Black	0.0	2.3
Spanish	4.8	8.5
Oriental	6.5	3.6
Other	4.8	2.6

Table 5

POLITICAL VIEWS

Category	Percent of Viewers (N=63)	Percent of Total (N=620)
Don't know	6.3%	3.9%
1 Very conservative	7.9	8.2
2 Somewhat conservative	31.7	37.7
3 Somewhat liberal	31.7	33.4
4 Very liberal	17.5	12.4
5 Radical	4.8	3.4

The small number of viewers found by the survey makes detailed analysis by race impossible (invalid). However, it does seem that on a simple white/nonwhite dimension there is no difference between viewing homes and the overall sample.

Respondents were asked to assess their political leanings on a conservative to radical scale, assigning values from 1 for very conservative to 5 for radical. The total population average in San José is 2.63, and the average for viewers is 2.78; both values thus fall slightly to the liberal side of the mid-point between "somewhat liberal" and "somewhat conservative," with viewers being slightly more liberal than the total sample. In Sacramento, the average score for the population (2.46) is slightly to the conservative side of the mid-point. A similar item asked in the San Francisco area nine months earlier produced an average of 2.71, which is further to the liberal side of the scale. Thus, the San José community as a whole has political views mid-way between those of Sacramento and San Francisco. See Table 5 above.

TELEVISION VIEWING HABITS OF RESPONDENTS

Several questions were used to determine the viewing habits and preferences both among the total sample and in viewing homes. Since the latter group is small (64), conclusions about "viewers" must be made with caution.

Interviews were limited to homes that contain a television set. Viewers are more likely (83%) than the total population (74%) to have color television. There are no meaningful differences in television ownership among residents of the north suburbs, the south suburbs, and the city of San José.

Cable television is in 24-25% of the homes of both viewers and the total sample, but there are clear differences by region. The north suburbs include 17% cable, the city area has 26%, and the south suburbs include 30% cable. This is not surprising, since the northern area is well within reach of San Francisco television stations, while the city and the southern suburbs are successively further away and cable enables them to receive San Francisco programs.

Respondents were read a list of television stations, identified by both channel number and call letters, in the San Francisco/San José area. They were asked whether people in their home watched each station often, sometimes, or never. Table 6 summarizes the results. KTEH is identified by 17% of respondents as being viewed sometimes or often. This should be discounted slightly, since 5% of the respondents indicate that they sometimes view non-existent KCET, channel 28, which was included in the survey as a control.

KQED, the public VHF station from San Francisco, has a strong identification in the San José area. Its "sometimes" or "often" viewing rate of 77% overshadows KTEH's figure of 17%. An independent UHF San José station (KGSC, channel 36) receives a "sometimes" or "often" rating of 57%. The three network affiliates from San Francisco seem to dominate the San José television market. Detailed analysis indicates that KQED's audience is greater in the northern suburbs nearest San Francisco and decreases in the southern suburbs. Viewing of KQED is especially pronounced in homes that are also KTEH viewers (34% of KTEH viewers "often" watch KQED). Similarly, KTEH viewers are more likely (22%) than non-viewers (13%) to say that they often watch KGSC, channel 36.

While 40% of the total sample are in the city of San José and the rest in the suburbs, 55% of those who often or sometimes watch KTEH reside in the city. This higher viewing rate indicates the potential for KTEH-TV to become a "city" station and a force in the local community.

Figure 2 combines responses to questions about whether respondents often, sometimes, or never use certain techniques to decide which television programs to watch. It can be seen that watching shows "because you like them and know when they are on" is the most typical technique used, followed by the use of the TV Guide and weekly newspaper supplements. Those respondents who say they make selections from weekly or daily newspaper listings were asked to name the newspaper. Among those using Sunday guides, 71% name the San José Mercury-News (a combined edition of two San José daily papers), 19% name the San Francisco Sunday Examiner/Chronicle, and 9% name the Palo Alto Times. Regional differences include higher use of the San José papers in the city of San José and the south suburbs, higher use of San Francisco papers and the Palo Alto Times in the northern suburbs.

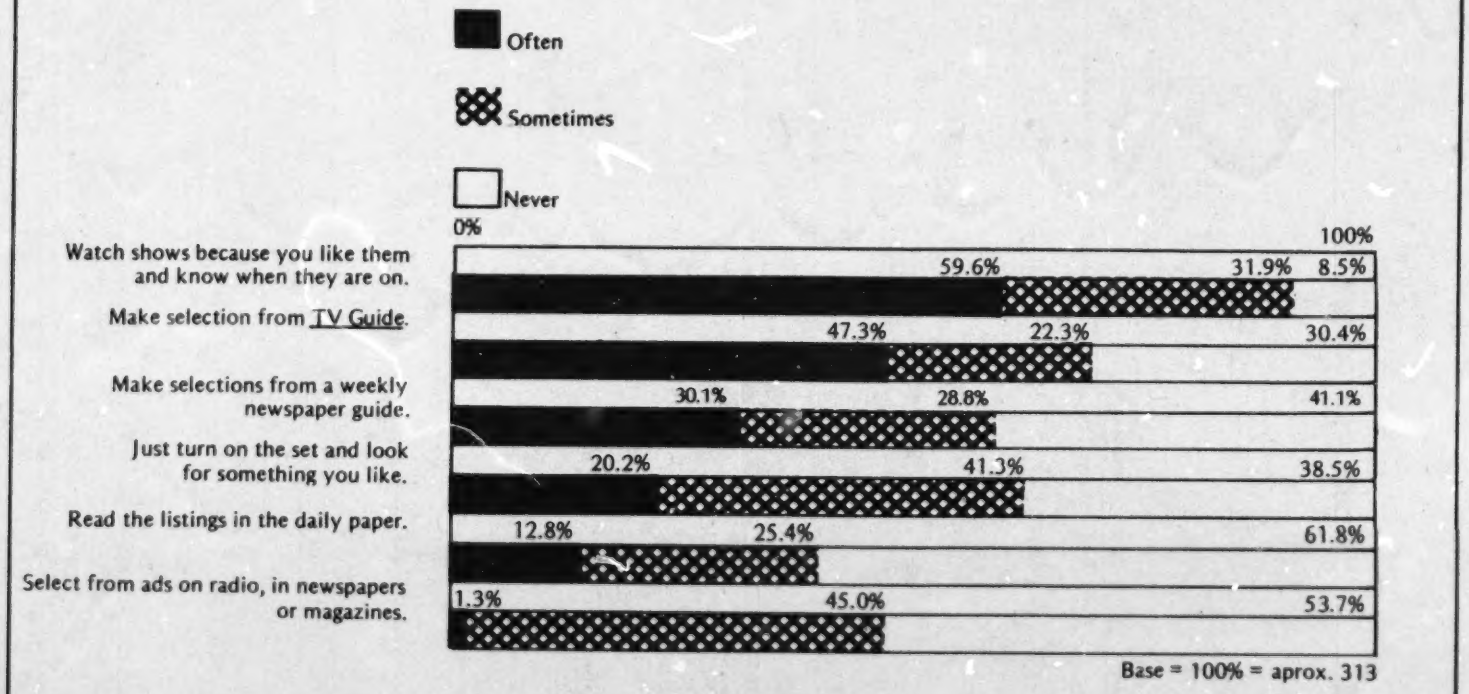
Table 6

STATION VIEWERSHIP IN KTEH AREA

Station	Characteristics	View Often	View Sometimes	View Never
San Jose				
11, KNTV	ABC	37.6%	42.0%	20.4%
36, KGSC	Independent	14.1%	43.3%	42.7%
54, KTEH	PBS	1.7%	15.0%	83.2%
San Francisco				
2, KTVU	Independent	49.2%	47.6%	3.1%
4, KRON	NBC	63.8%	34.6%	1.6%
5, KPIX	CBS	63.8%	33.6%	2.5%
7, KGO	ABC	66.7%	30.5%	2.9%
9, KQED	PBS	24.8%	51.7%	23.5%
20, KEMO	Independent	3.8%	19.7%	76.5%
44, KBHK	Independent	25.8%	37.7%	36.5%
Dummy				
28, KCET	Dummy	0.0%	4.8%	95.2%

Figure 2

Now, would you please tell me about what you do to decide which TV programs to watch? For example, do you often, sometimes, or practically never.....



Base = 100% = aprox. 313

Daily paper use follows essentially the same pattern, with more use of the San José Mercury (47%) and less use of the San José News (18%) by daily readers.

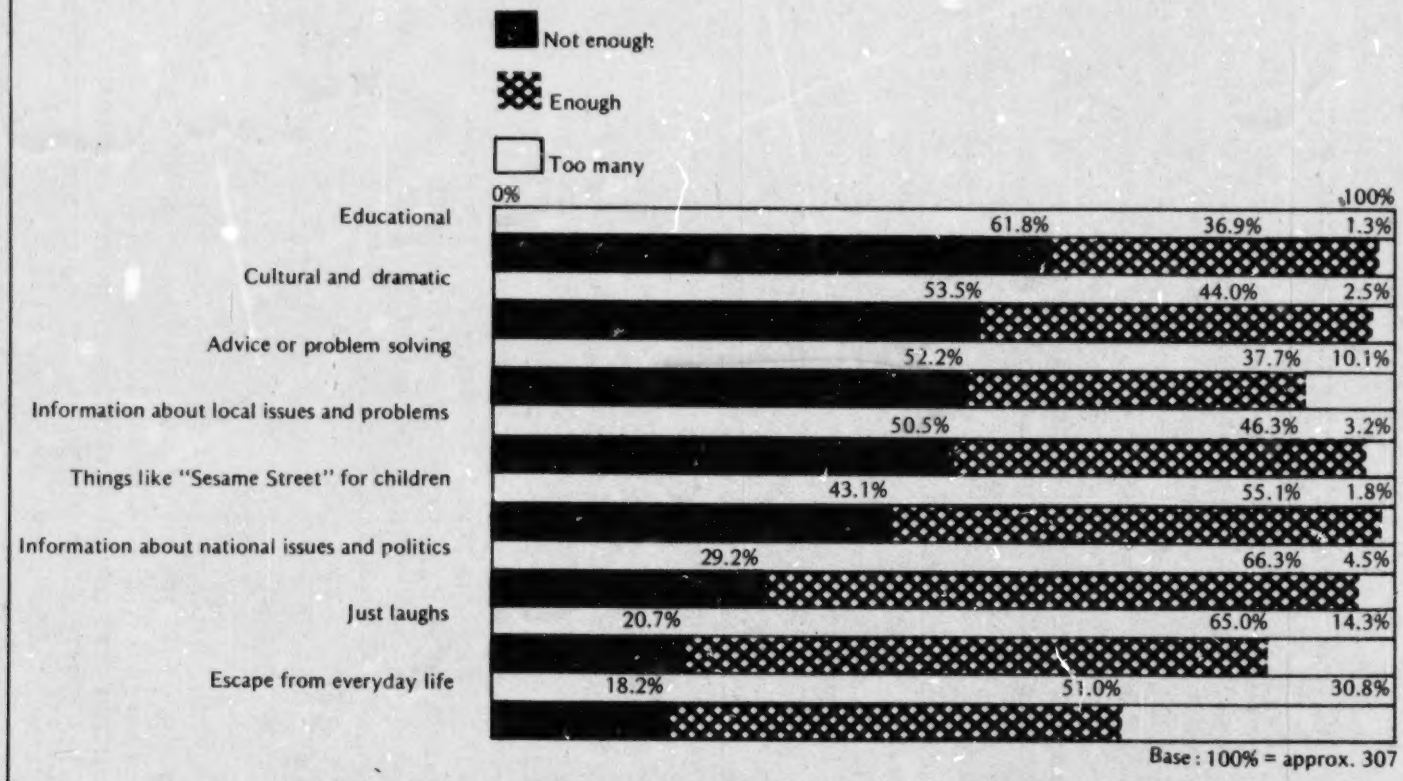
Figure 3 summarizes answers to questions about whether television provides too many, enough, or not enough programs of each of eight types. The results show a stated desire (but will they tune in?) for types of material that can be offered by public television. A majority of respondents indicate a desire for more educational, cultural and dramatic, advice or problem-solving programs, and more information about local issues and problems. In light of evidence about the audience size for commercial programs, this finding requires careful interpretation. People say there is not enough "educational" programming, but this does not mean they want to watch such programs; nor does it explain what "educational" means to people. Even so, the finding does indicate that the public supports the idea of "educational" television and may be in favor of increased funding for it. It also indicates that the old "educational" label for what is now "public television" may still have its uses in encouraging support for public television stations and programs.

When asked what they believe are serious problems, more than two-thirds of the sample say they believe the number of commercials on television is a somewhat or very serious problem; next most serious is the amount of violence on television (63%); and then the amount of bias in news coverage (57%). (See Figure 4.) Compared to these problems, the proportion of respondents' concern with sex, suggestiveness, and bad language on television is fairly low (41%). The level of concern about the quality of children's programs is 38%. (Of the 86 "don't know" responses on this item, 56 are from households of one or two persons that thus are unlikely to include children.)

Residents of the San José area are less concerned about sex, suggestiveness, bad language and the amount of violence on television than respondents in Sacramento. Concern over the other issues surveyed is roughly equivalent. The more educated, younger community of San José is also more tolerant of potentially sensitive material.

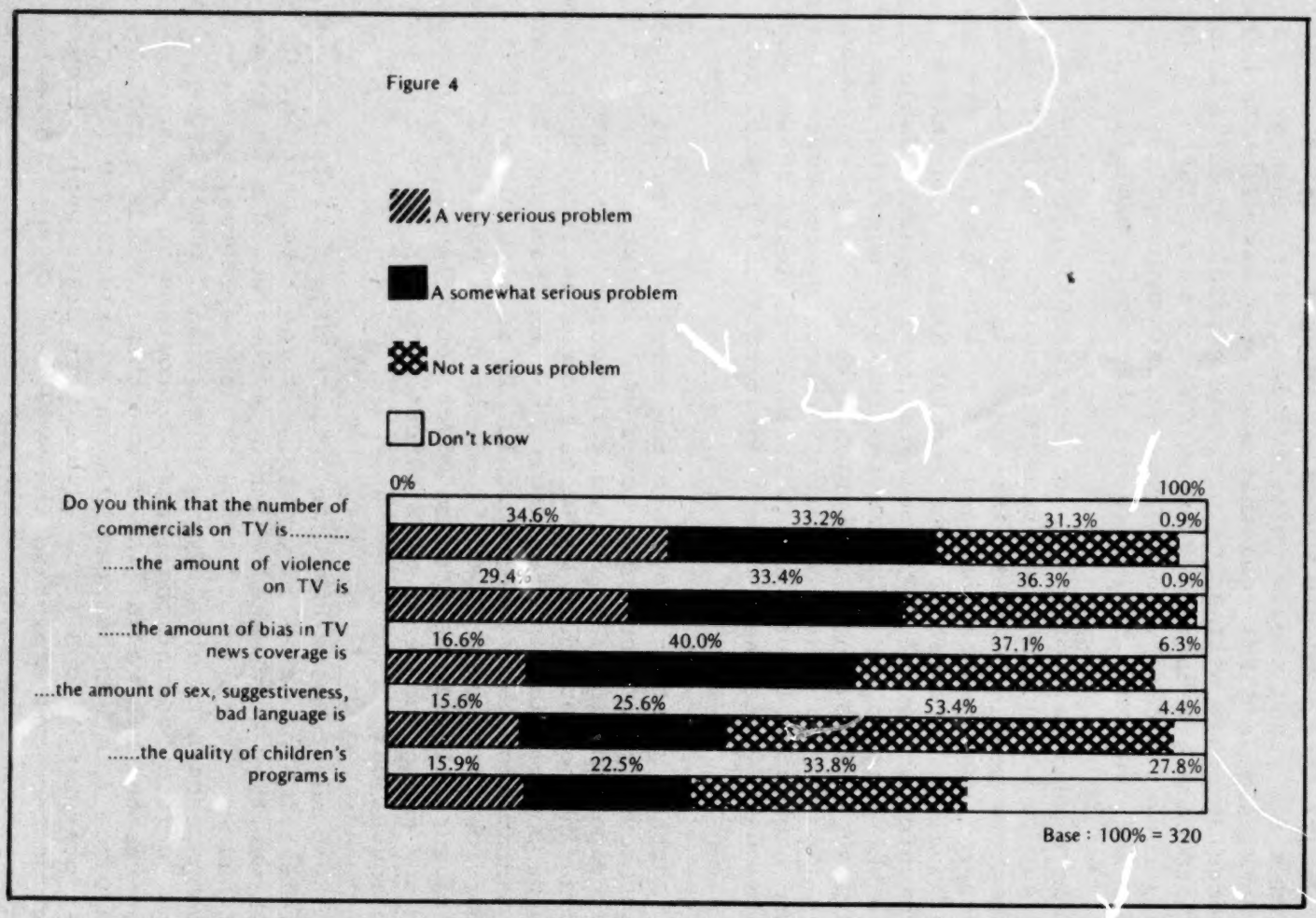
Figure 3

Television programs can be designed to provide different things. From your point of view, does television have enough, not enough, or too many of each of these kinds of programs?



Base : 100% = approx. 307

Figure 4



Base : 100% = 320

We asked respondents what they thought of sex education programs for young people on television. More than half of the total sample (52%) feel that such programs might be helpful, 21% consider them neither helpful nor harmful, and 15% think such programs are harmful. Among KTEH viewers, there is an even stronger tendency to see sex education programs as helpful (64%), and less inclination to see them as harmful (11%).

More than half of all respondents (56%) indicate an interest in educational programs for adults. (See Table 7.) Among these people, 42% are interested in college credit, 40% in general adult education, and 19% in a high-school diploma. This level of interest is consistently higher than that in Sacramento, where only 47% indicate any interest. Table 7 shows the interest in programs for further education broken into groups by household education levels. The most interested group (and the largest) is found in homes where someone has gone beyond high school but has not finished college; these people are about equally interested in college credit and general adult education.

Another question concerned the level of interest in television coverage of the state government in action. A very high proportion (64%) of San José respondents indicate that someone in the household would be interested in such programming. This proportion is, interestingly, higher than the 62% figure for Sacramento, the state capital. It is also higher than the proportion interested in adult education. Interest in such coverage is closely related to educational level; it increases from 50% among the least-well educated to 75% among those with most education.

Respondents were asked to compare nine different types of television programs in groups of three. For each group of three, they were asked which type they would like to see most and which least. By using two survey forms, we were able to compare each program type with all eight other types. Figure 5 and Table 8 present the types of programs in the order in which respondents would like to see them. Table 8 includes a mean value for each program type on a scale from 0 (type <u>always least preferred</u>) to 8 (type <u>always most preferred</u>). Programs about science and exploring the world are by far the most popular among this group, while coverage of local high school sports and local meetings is least popular. The order of preference in Sacramento is identical.

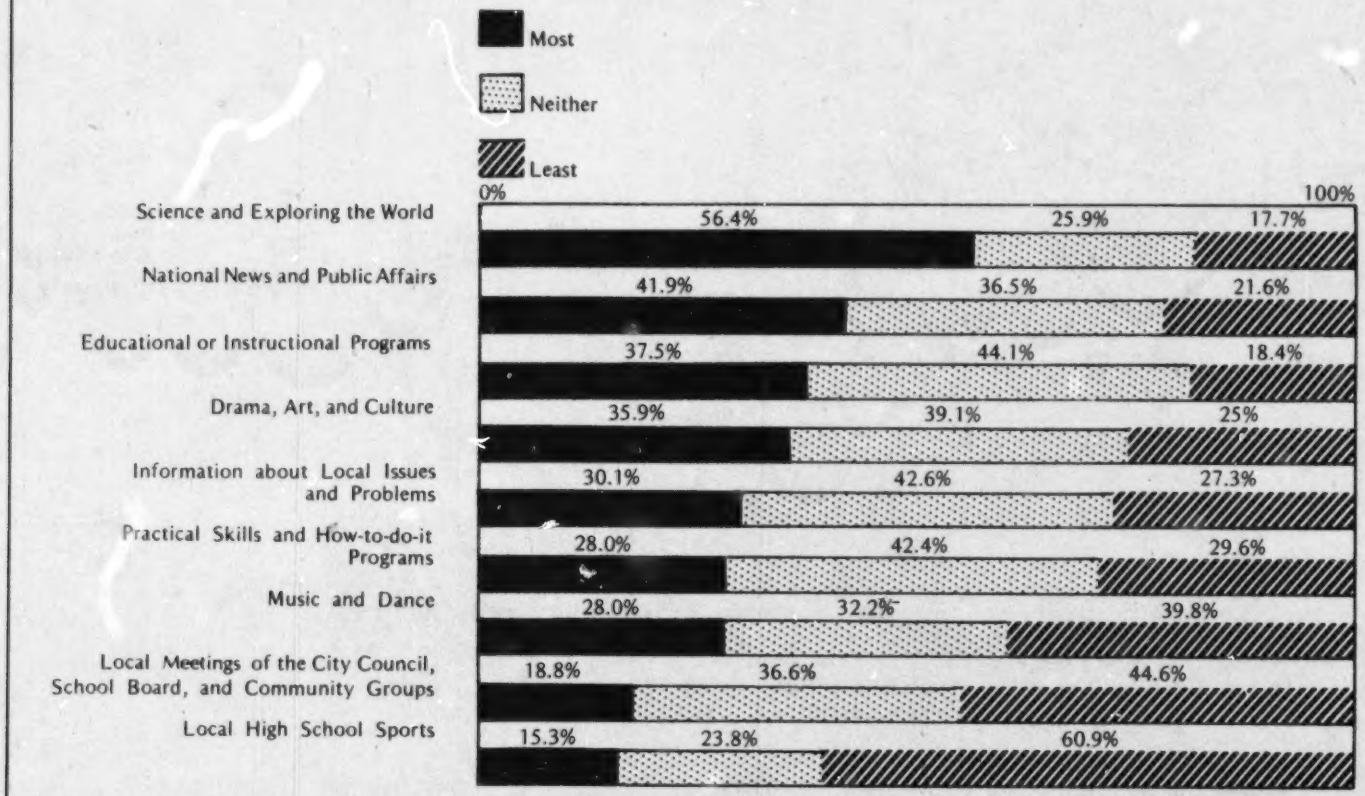
Table 7

INTEREST IN TV PROGRAMS BY MOST HIGHLY EDUCATED PERSON IN HOUSEHOLD

Program Type	Educational Level: Less than High School (N=24)	High School Graduate (N=46)	Beyond High School (N=96)	College Graduate (N=69)	Beyond College (N=68)	Total
"To help adults get a high school diploma"	16.7%	13.0%	30.2%	18.8%	10.3%	18.9%
"For general adult education"	20.8%	45.7%	49.0%	39.1%	35.3%	39.7%
"For college credit"	37.5%	26.1%	50.0%	43.5%	45.6%	41.7%
Cumulative score: any of the above	45.8%	50.0%	67.7%	55.1%	54.4%	55.7%

Figure 5

Now I'm going to list groups
of three types of TV programs.
For each group of three, tell me which type
you or your family would like to see most
and which type you would like to see least.



Base : 100% = approx. 621

Table 8

PROGRAMMING TYPES MOST AND LEAST PREFERRED

Program Type	Order of Preference: Least Percent	Neither Percent	Most Percent	Mean Value (0=Least to 8=Most)
Science and exploring the world	17.7%	25.9%	56.3%	5.56
National news and public affairs	21.6%	36.5%	41.9%	4.80
Educational or instructional programs	18.4%	44.1%	37.5%	4.76
Drama, art, and culture	25.0%	39.1%	35.9%	4.44
Information about local issues and problems	27.3%	42.6%	30.1%	4.12
Practical skills and how-to-do-it programs	29.6%	42.4%	28.0%	3.92
Music and dance	39.8%	32.2%	28.0%	3.52
Local meetings of the city council, school board and community groups	44.6%	36.6%	18.8%	2.96
Local high school sports	60.9%	23.8%	15.3%	2.16

Data in Figure 5 should be compared with data in Figure 3. While respondents say that there is "not enough" educational programming, their first choice of program type is science and exploring the world, and educational programs are given only third place. This disparity shows both the attractiveness of the idea of educational television, and the broad definition (including scientific exploration, etc.) that people give to the term "educational." Another point is that while two-thirds of the respondents say there is enough national news, it still emerges as the second most preferred type of programming. It seems that people can prefer a certain type of program, even though they do not see a need for more of it.

On the other hand, while about half of the respondents say there is "not enough" programming with information about local issues and problems, they relegate local meetings to the second least desirable position, and they rank "information about local issues and problems" only mid-way in the list. We may conclude that there is some feeling that it would be a good idea to have more coverage of local issues and problems, but the potential audience would be limited. Cheap, open-microphone presentations ("meetings") probably are not as attractive as programs giving "information about" public affairs, including analyses and summaries of local events. (Please note that these scores are based on respondents' preferences among nine alternatives. We did not include "westerns" or "detectives," since the task was to compare program types that might be seen on public television.)

PERCEPTIONS OF COMMUNITY PROBLEMS

We tried to assess respondents' perception of problems in the community in two different ways. First, we asked an open-ended question, "Would you tell me what you think is the most important problem facing this community today?... And what other significant problems are there?" Then we asked respondents to tell us whether specific problems were very important, somewhat important, or not important. The results are presented in Figure 6 and Tables 9 and 10.

Among the total sample, the largest single category of response to the open-ended question is the energy crisis (27%). (Remember that the survey was made at the height of the energy crisis in February 1974.) The second most frequently cited

Figure 6

Here's a list of some of the things that people have said are major problems in the community. Please tell me if you think the problem is very important, somewhat important or not important.

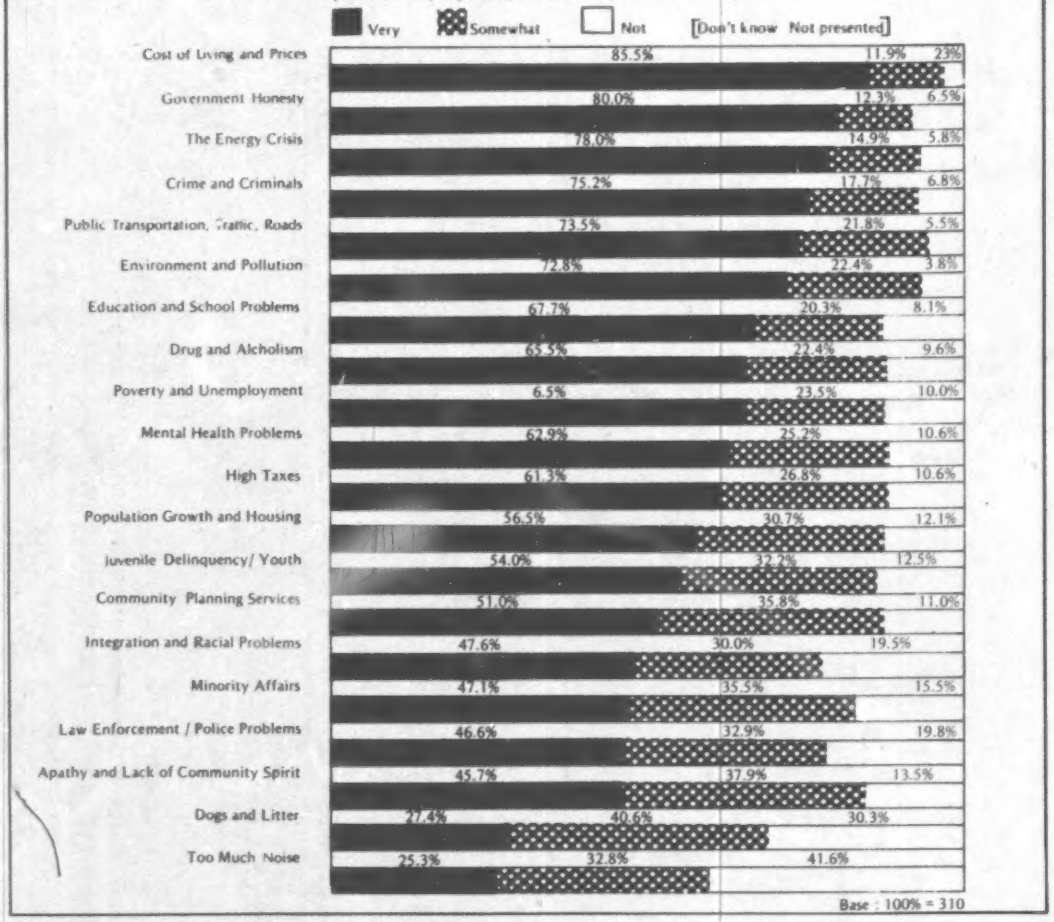


Table 9

COMMUNITY PROBLEMS

Category	Percent of Total Sample	Percent of Viewers
Don't know	17.1%	20.3%
Environmental Problems	52.2%	48.5%
The energy crisis	27.0%	25.0%
Public transportation, roads, and traffic	9.7%	10.9%
Population growth and housing	7.1%	4.7%
Environment and pollution	6.7%	4.7%
Too much noise	1.1%	1.6%
Dogs and litter	.6%	1.6%
Governmental Problems	23.7%	25.1%
Government honesty	11.8%	10.9%
Community planning and services	7.8%	6.3%
Government responsiveness	2.2%	6.3%
Law enforcement and police problems	1.9%	1.6%
Social Problems	45.8%	50.2%
Crime and criminals	15.5%	9.4%
Education and school problems	7.4%	18.8%
Drugs and alcoholism	5.5%	0
Apathy and lack of community spirit	5.3%	7.8%
Generational/communication gap	2.9%	4.7%
Moral breakdown	2.4%	1.6%
Juvenile delinquency and youth	1.9%	1.6%
Mental health problems	1.3%	0
Protection and support for children	.9%	1.6%
Integration and racial problems	.8%	1.6%
Problems of the elderly	.8%	0

(More)

Table 9
(concluded)

Category	Percent of Total Sample	Percent of Viewers
Minority affairs	.5%	3.1%
Restrictiveness of society	.3%	0
Media biases	.3%	0
Strikes and protests	.2%	0
Economic Problems	19.4%	21.9%
Cost of living and prices	8.3%	10.9%
Poverty and unemployment	6.9%	4.7%
High taxes	3.6%	4.7%
Power of big business	.6%	1.6%

Base = 310 = 100%

Table 10

COMMUNITY PROBLEMS RANKED IN ORDER OF IMPORTANCE

	Very	Somewhat	Not	Percent of Open End Question
Cost of living and prices	85.5%	11.9%	2.3%	8.3%
Government honesty	80.0%	12.3%	6.5%	11.8%
The energy crisis	78.0%	14.9%	5.8%	27.0%
Crime and criminals	75.2%	17.7%	6.8%	15.5%
Public transportation, traffic, roads	73.5%	21.0%	5.5%	9.7%
Environment and pollution	72.8%	22.4%	3.8%	6.7%
Education and school problems	67.7%	20.3%	8.1%	7.4%
Drugs and alcoholism	65.5%	22.4%	9.6%	5.5%
Poverty and unemployment	65.0%	23.5%	10.0%	6.9%
Mental health problems	62.9%	25.2%	10.6%	1.3%
High taxes	61.3%	26.8%	10.6%	3.6%
Population growth and housing	56.5%	30.7%	12.1%	7.1%
Juvenile delinquency/youth	54.0%	32.2%	12.5%	1.9%
Community planning/services	51.0%	35.8%	11.0%	7.8%
Integration and racial problems	47.6%	30.0%	19.5%	.8%
Minority affairs	47.1%	35.5%	15.5%	.5%
Law enforcement/police problems	46.6%	32.9%	19.8%	1.9%
Apathy and lack of community spirit	45.7%	37.9%	13.5%	5.3%
Dogs and litter	27.4%	40.6%	30.3%	.6%
Too much noise	25.3%	32.8%	41.6%	1.1%

Base=310=100%

category is crime and criminals (16%), and the third is government honesty (12%). Viewers of KTEH differ from the over-all sample in that they mention education and school problems more frequently and crime and criminals less frequently. In Sacramento, crime and criminals are mentioned by almost as many respondents (22%) as mentioned the energy crisis (23%). Subsequent frequencies in Sacramento are cost of living (14%), education and school problems (13%), and government honesty (11%).

The six alternative items provide data about 20 issues facing the community. The highest proportion of "very important" ratings (86%) is given to the cost of living and prices. Government honesty follows with 80% of respondents rating it very important. Then come the energy crisis at 78%, crime and criminals at 75%, public transportation at 74%, environment and pollution at 73%, and so on as shown in Figure 6 and Table 10. The top four categories are the same in Sacramento, and there they are all given an even higher proportion of "very important" ratings. For instance, the cost of living is "very important" to 94% of respondents in Sacramento, as against 86% in San José. This seems to imply slightly less concern in the KTEH area.

AWARENESS OF PUBLIC TELEVISION

Table 11 summarizes the results of questions designed to determine the extent to which the public is aware of KTEH and how it is used. Among all respondents, 76% say that there is "an educational or public television station that people can receive in this area." When asked to name the channel or station, most (70%) name KQED. After a follow-up question about whether there is any <u>other</u> educational or public television station that people can receive in the area, 17% of all respondents (23% of those who know there is a station) named KTEH. If respondents named KTEH, then we asked whether the station could be received on a set in that home. Only 56% of the people who know of the station indicate that they have good reception and another 24% indicate that their reception is poor. Channel 54 must build from this low base.

All respondents were asked, "Do you know where educational or public television gets the money to show programs without commercials? Where?" Three responses were allowed. The results, presented in Figure 7, indicate that 24% of the respondents do not know the source of funding. Of those

Table 11

DO YOU KNOW WHETHER THERE IS AN EDUCATIONAL OR PUBLIC TELEVISION STATION THAT PEOPLE CAN RECEIVE IN THIS AREA?

Total number of respondents = 624
There is a station = 476 = 76.3%

KQED as first choice = 443 = 70.1%

KTEH as first choice = 16

KTEH as second choice = 91

107 = 22.5% of those who know there is a station (17% of total sample)

Reception if KTEH named:

Yes = 56.1% Poorly = 24.3% No = 19.6%

Which of these statements best describes the adults in your home?

They are regular viewing fans of KTEH	= 5 =	0.8%
They watch KTEH at least once a week	=14 =	2.2%
They now and then watch KTEH	=39 =	6.3%
	58	9.3%

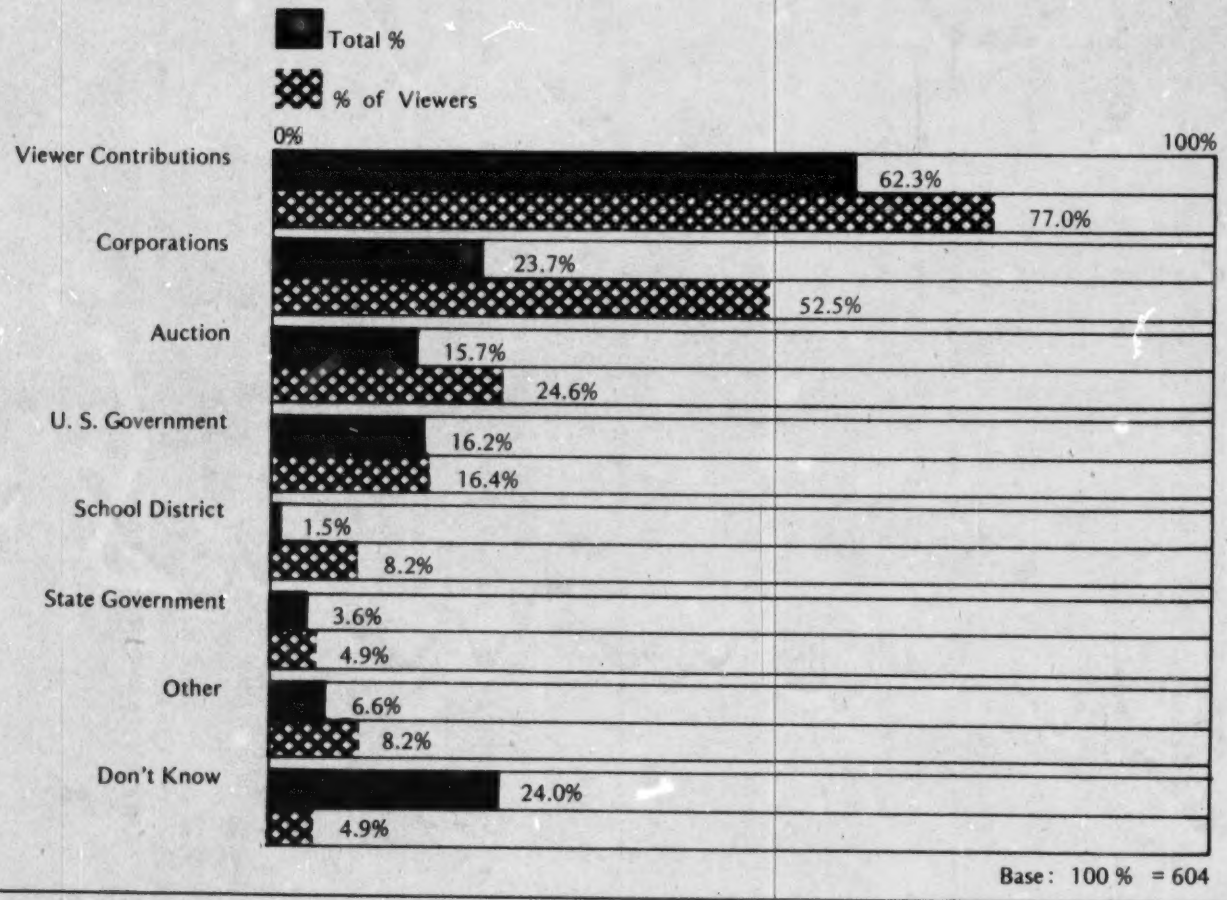
Which of these statements best describes the pre-school or elementary school children in your family?

They are regular viewing fans of KTEH	= 4
They watch KTEH at least once a week	= 2
They now and then watch KTEH	=17
	23 =

Total (either adults or children watch KTEH) = 64 homes = 10.3% of total sample.

Figure 7

Do you know where educational or public television gets the money to show programs without commericals? Where?



Base: 100 % = 604

who cite sources, 62% mention viewer contributions, 24% mention corporations, 16% mention the U.S. government, and 16% mention auctions. Viewers show more knowledge of the sources of funds for public television; 77% cite viewer contributions, 53% corporations, and 25% auctions.

These figures reflect the extensive fund-raising activities of KQED, which reach people in the San José area.

Another example of the influence of KQED in the San José television market comes from responses to a question about whether public television viewers should contribute to station support. Overall, 43% of respondents indicate that if people watch public television it is "very important" for them to contribute to its support, 39% think it is "somewhat important," 14% say it is not important, and 5% have no opinion. KTEH viewers are more likely than non-viewers to say that viewers should contribute to public television (47% very important, 44% somewhat important, and 9% not important). It must be kept in mind, though, that KTEH viewers are also KQED viewers. The proportion of "very important" responses is much higher in the northern suburbs (51%) where KQED reception is best than in the city of San José or the southern suburbs.

As household education increases, there is also an increase in the tendency of respondents to think that viewers should support public television. "Very important" responses climb from 31% among those with the lowest level of education to 60% among those with most education; the "not important" responses, on the contrary, fall steadily from 22% to 7%. (Of course, it should be remembered that educational level probably correlates with income and ability to contribute.)

CONCLUSIONS

In addition to providing basic data on the characteristics of the KTEH viewing community and the problems people identify, this survey has some implications for the future of the station. The relatively low public awareness of KTEH (dominated as it is by five commercial VHFs, three UHFs, and KQED) is a benchmark against which future growth can be measured. The low ratings of high-school sports and local meetings may not entirely rule out the utility of such programs in an area where other stations are providing a great variety of program content. The strong indication that people want more educational material (there is "not enough," it is rated highly when compared to other program types, and there is interest in various adult education content), plus coverage of state government in action, bespeak a potentially important role for the station.

The single most important problem facing KTEH is its initial low audience size. It must compete with KQED. It must overcome the general UHF bias in a market with so many VHF stations. And it must improve signal quality, which is reported to be poor by an extraordinarily high proportion of homes that have at least heard of the station. If the station is to serve its community with more than in-school services, then by definition it must be used in homes. Growth is possible and likely; these data indicate the starting point.

APPENDIX I

SURVEY INSTRUMENT AND

CHARACTERISTICS OF SAMPLE

(Note that pages 1 and 2 of the two forms of the instrument are different; pages 3-5 are identical.)

SURVEY INSTRUMENT

Hello! (If child answers, try to get an adult male.) My name is _____ and I'm calling for a communication research institute. We're doing a television survey. And we would like to ask you a few questions if it's all right.

A. First, do you have a TV set in your home?
B. Is there a color TV in your home?
C. Do you have cable television?
D. I'm going to read a list of TV stations that can be picked up by some TV sets in this area. Would you please tell me whether people in your home often, sometimes, or never watch each station. When I name the station, just say often, sometimes, or never. O.K.?

Channel 2, KTVU	Channel 9, KQED	Channel 36, KGSC
Channel 4, KRON	Channel 11, KNTV	Channel 44, KBHK
Channel 5, KPIX	Channel 20, KEMO	Channel 54, KTEH
Channel 7, KGO	Channel 28, KCET	

E. Now, would you please tell me about what you do to decide which TV programs to watch? For example, do you often, sometimes, or practically never...

...watch shows because you like them and know when they are on
...make selections from TV Guide
...make selections from a weekly newspaper guide
(if often or sometimes) which paper
...read the listings in the daily newspaper
(if often or sometimes) which paper
...select from ads on radio, in newspapers, or magazines
...just turn on the set and look for something you like

G. Do you think that the number of commercials on TV is:

(1) a very serious problem
(2) a somewhat serious problem
(3) not a serious problem
(4) don't know

H. Do you think that the amount of sex, suggestiveness, and bad language on TV is:

(1) a very serious problem
(2) a somewhat serious problem
(3) not a serious problem
(4) don't know

I. Do you think that the quality of children's programs on TV is:

(1) a very serious problem (3) not a serious problem
(2) a somewhat serious problem (4) don't know

J. Do you think that the amount of violence on TV is:

(1) a very serious problem (3) not a serious problem
(2) a somewhat serious problem (4) don't know

K. Do you think that the amount of bias in TV news coverage is:

(1) a very serious problem (3) not a serious problem
(2) a somewhat serious problem (4) don't know

L. Now I'm going to list groups of three types of TV programs. For each group of three, tell me which type you or your family would like to see most and which type you would like to see least.

1. Music and dance
2. National news and public affairs
3. Drama, art, and culture

---

1. Science and exploring the world
2. Local high-school sports
3. Practical skills and how-to-do-it programs

---

1. Educational or instructional programs
2. Local meetings of the city council, school board, and community groups
3. Information about local issues and problems

---

1. Local high-school sports
2. Information about local issues and problems
3. Music and dance

---

1. National news and public affairs
2. Practical skills and how-to-do-it programs
3. Educational or instructional programs

---

1. Science and exploring the world
2. Drama, art, and culture
3. Local meetings of the city council, school board, and community groups

SURVEY INSTRUMENT

Hello! (if child answers, try to get an adult male.) My name is _____ and I'm calling for a communication research institute. We're doing a television survey. And would like to ask you a few questions if it's all right.

A. First, do you have a TV set in your home?
B. Is there a color TV in your home?
C. Do you have cable television?
D. I'm going to read a list of TV stations that can be picked up by some TV sets in this area. Would you please tell me whether people in your home often, sometimes, or never watch each station. When I name the station, just say often, sometimes, or never. O.K.?

Channel 2, KTVU
Channel 4, KRON
Channel 5, KPIX
Channel 7, KGO
Channel 9, KQED
Channel 11, KNTV
Channel 20, KEMO
Channel 28, KCET
Channel 36, KGSC
Channel 44, KBHK
Channel 54, KTEH

F. Television programs can be designed to provide different things. From your point of view, does television have (1) enough, (2) not enough, or (3) too many of each of these kinds of programs?

Educational
Escape from everyday life
Advice or problem solving
Just laughs
Cultural and dramatic
Information about local issues and problems
Things like "Sesame Street" for children
Information about national issues and politics

H_1. Do you think that sex education programs for young people on TV are ...(1) helpful, (2) neither helpful nor harmful, or (3) harmful?

L. Now I'm going to list groups of three types of TV programs. For each group of three, tell me which type you or your family would like to see most and which type you would like to see least.

1. Educational or instructional programs
2. Music and dance
3. Science and exploring the world

_____ _____

1. National news and public affairs
2. Local meetings of city council, school board, and community groups
3. Local high school sports

_____

1. Practical skills and how-to-do-it programs
2. Information about local issues and problems
3. Drama, art, and culture

_____

1. Local meetings of city council, school board, and community groups
2. Practical skills and how-to-do-it programs
3. Music and dance

_____

1. Information about local issues and problems
2. Science and exploring the world
3. National news and public affairs

_____

1. Drama, art, and culture
2. Educational or instructional programs
3. Local high school sports

M. Would anyone in your household be interested in TV programs (1) to help adults get a high school diploma, (2) for general adult education, or (3) for college credit? If yes, then, which ones?

N. Would anyone in your home be interested in watching TV coverage of the state government in action: meetings of the Senate and Assembly, Governor's press conferences, and so forth?

O. Now a slightly different kind of question. Would you tell me what you think is the most important problem facing this community today?

And what other significant problems are there?

P. Here's a list of some things that people have said are major problems in the community. Please tell me if you think the problem is (1) very important, (2)somewhat important, (3) not important.

Population growth and housing
Integration and racial problems
Environment and pollution
Law enforcement and police problems
Drugs and alcoholism
Apathy and lack of community spirit
Poverty and unemployment
Juvenile delinquency and youth
High taxes
Too much noise
Public transportation, roads, and traffic
Minority affairs
Community planning and services
Crime and criminals
Mental health problems
Government honesty
Cost of living and prices
Education and school problems
Dogs and litter
The energy crisis

Q. Do you know whether there is an educational or public television station that people can receive in this area?

If there is, what is the channel or the name of the station?

If channel 9, KQED, is there any other educational or public station?

If KTEH has been mentioned, can you receive channel 54 on a TV set in your home?

R.1. Which of these statements best describes the adults in your home:

1. They never watch KTEH, channel 54.
2. They now and then watch KTEH, channel 54.
3. They watch channel 54 at least once a week.
4. They are regular viewing fans of channel 54.

R.2. Which program do they watch most often?

R.3. Are there any pre-school or elementary school children in your home?

R.4. Which of these statements best describes the pre-school or elementary school children in your family:

1. They never watch KTEH, channel 54.
2. They now and then watch KTEH, channel 54.
3. They watch channel 54 at least once a week.
4. They are regular viewing fans of channel 54.

R.5. Which program do they watch most often?

T. Do you know where educational or public television gets the money to show programs without commercials? Where?

U. If people in your home watched public television pretty regularly, do you think that it would be (1) very important, (2) somewhat important, (3) not important, or (4) don't know for you to contribute money to support the station?

V. Here's a list of things that have been offered to new members of public television stations. Would you be (1) much more likely, (2) somewhat more likely, (3) not any more likely, or (4) don't know to join in order to get...

...Books like cookbooks or art books
...Trading stamps
...Gift items like french chef knives
...Membership in a discount travel club

Finally, for statistical purposes only, we need to know a few things about you and your family. We aren't keeping records, your phone number was mechanically picked at random, and we don't even know your name or where you live.

W. How many people including children live in your home?

X.1. Among the people living in your house right now, who has finished the most years of school?

...And what was the last year of school he/she finished?

X.2. And what was the last year of school you finished?

Y. May I ask in what year you were born?

Z. And what is your race or national origin?

AA. And finally, would you say that your political views are:

(1) very conservative
(2) somewhat conservative
(3) somewhat liberal
(4) very liberal
(5) radical

Thank you very much for your time and trouble. We appreciate it.

Table A-1

CHARACTERISTICS OF THE TELEPHONE SAMPLE

Total Numbers Dialed	1,582	
Rejections for disconnected or business phones	208	
	1,374	Valid numbers
No answer, busy (24.9%)	342	
	1,032	Homes contacted
Refusals	368	
No adult or language problem (14%) or no television (14%)	28	
	636	

46.3% completion rate